Addressing Malnutrition in Senior Nutrition Program Clients

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Background

• One of six AAA's in Iowa
• Seven county service region
• Mix of urban, suburban and rural
• Cedar Rapids metro area (2nd largest city in Iowa)
• Eighteen senior dining locations, seven partner providers

Issue

Significant Decline in Congregate Participation

• Following national trend
• Outdated service delivery methods
• Several site closures in 2012
• Linn County had one of largest declines in congregate participation in state over last ten years
**Issue**

*Lack of Available Services*

- Only one senior dining location in second largest metro area
- Provided services to 7% of older adults in Marion, Iowa (one of fastest growing areas in Iowa)
- Little opportunity for socialization and enrichment activities
- Limited to no knowledge of services available through AAA

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**Solution**

*Innovations in Nutrition Grant*

- Funded through two year ACL grant
- Contracted partner of Iowa Department on Aging
- Revitalization of congregate meal program in Linn County
- Diabetes focused
- Three dining sites (one existing, one reopening, one new)
- Program evaluation conducted by Iowa State Extension (focus groups, surveys)
Solution
Innovations in Nutrition Grant

- Collaborate with TAV Health/Linn County Referral System

- Implementation of innovative services
  - Choice menu
  - Salad bars
  - Increased access to evidenced based programming
  - Enhanced nutrition education

TAV Health/Linn County Public Health Referral System
Innovations in Nutrition Grant

TAV Health/Linn County Public Health Referral System

• Collaboration of over twelve community partners/stakeholders
  • Medical centers, community clinics, healthcare providers, community resources
  • Diabetes Subcommittee
• Referral/care coordination system
• Goal: Improve patient/client referrals among medical and social service organizations and address barriers that can hinder health outcomes
• HIPPA compliant (begins with healthcare provider)

Innovations in Nutrition Grant

TAV Health/Linn County Public Health Referral System

• Initial implementation in October '17, full implementation January '18
• Types of referrals
• Monthly reports
  • Referral demographics, barriers
• Challenges/Lessons Learned
  • Slower than anticipated implementation
  • Change in larger organizations can be harder than others
  • Training of staff to use new referral system
Encore Café
“A Second Call to Enhance Your Health”

Innovations in Nutrition Grant

Encore Cafes

- Focus on combating diabetes and social isolation
- Review of data prior to site placement
  - Need greater than first thought
  - Added additional Marion site
- Focusing on older adults in the “gap”
- Innovative and replicable
- OAA compliant meals
Encore Cafes

Community Collaborations/Partnerships

• Linn County Community Services
  • Local grant oversight committee
• City of Central City
• City of Marion
  • Parks & Rec
  • Mayor AbouAssaly
  • Marketing/website
• Marion Public Library
  • Reservation System
  • Volunteer Recruitment
• HY-VEE Food Stores

Encore Cafes

Marketing

• Development of brand/concept
  • Logos/brand identity
• Grand opening coverage
  • 14 stories on two stations
  • Feature newspaper article
• Continuing of coverage
  • Newspaper features
  • Publishing of menus
• Social Media
  • Library, Chamber of Commerce, Other partners
• Word of Mouth
Encore Cafe

Nutrition/Health & Wellness Programming

- Creation of Health & Wellness Coordinator Position
- Collaborations of monthly speaker series
- A1C Testing (19 tested, 9 required follow-up)
- Diabetes-specific education
- Chef-lead cooking demonstrations
- Evidence-based Programming (Matter of Balance, CDMSP, Tai Chi)
- Water Aerobics for Arthritis

Encore Cafes

Central City Senior Dining

- Retrofitting existing location
- Had highest percentage of decline in participation
- Located in rural Linn County
- Choice menu
- Salad bar
- Chef-lead cooking demonstrations
Encore Cafes

Marion Lowe Park

- Reopening of closed location
- Offered Wednesdays/Thursdays
- Choice menu/salad bar
- Average 38 participants per meal

Marion Public Library

- Near 3 senior housing complexes
- Offered Friday/Monday
- Choice menu/salad bar
- Produce box
- Average 30 participants per meal

Encore Café

To Date (May 9-July 31)

- 1767 total meals served
- 20+ attendees in ev-based classes
- Highest voluntary contribution rate in region ($4.00+/meal)
- Highest participation: 57 meals
- Lowest participation: 22 meals
- 4 Options Counseling Referrals
- 3 Nutrition Counseling Referrals
- 2 Pet Assistance Referrals
Encore Cafe

General Observations

- Changing attitudes and perceptions of the congregate meal program
- Participant will contribute/participate for perceived value
- Participants develop relationships
  - Rides
  - Activities outside of program
- Flexibility is key
  - Range of time vs all at once
  - Modernizing and innovating “Breaking of the Mold”

Encore Cafe

Addressing Malnutrition

- More than just access to food
- Biggest benefits are socialization and access to appropriate meals and food supplies
- Cooking for one/balanced meals
- “Reason to get out of bed”
- Access to supportive services/education
- Empowering participants to make better choices to enhance their health.
Encore Cafe

Lessons Learned

• Be prepared for unexpected (good and bad)
• Direction may change frequently
• Challenged every aspect of organization
• Control growth and excitement “pull back the reins”
• Look for collaborations in unconventional ways
• Have open mind to try new things/new ways of thinking
• Take time to sit back and watch

Encore Cafe

Participant

• Dan
  • Improved Sleeping Habits
  • Good nutritious meals (protein, carbs, fiber)
    • “I get here, what I cannot provide at home”
  • Volunteers/staff help me with my handicap
  • “Can’t go to a restaurant and get this type of service and atmosphere”.
  • “The water aerobics are better than what Medicare had paid for. I get more out of this new program.”
Encore Cafe
The Prostines

- Bev, Robert, Loretta
  - Delicious and nutritious meals
  - Socialization is key
  - Appreciate several different methods to make reservations
  - "Mom and dad look forward to this each day"
  - "Very comfortable and not overwhelming"
  - "Staff and volunteers pay extra special attention to details"

Thank You!!